

RELAX, NOW YOU'RE FLYING FIRST CLASS!

With over five decades in last-detail fulfilment for prestigious cinemas, Infinity seats are sure to satisfy your clients' desire for quality and exclusivity in every measure.

Habitech's new luxury cinema seating range, Infinity Seating Solutions, embodies the true meaning of bespoke says Jonathan Pengilly.



The age of globalisation has conferred many benefits. Greater product availability, simplicity, functionality and reliability for instance, but it's also put rocket boosters under a drive to standardise design. In a consumer world that increasingly knows the "price of everything and the value of nothing", to quote Oscar Wilde, wealthier buyers are flexing their plastic in the opposite direction. Seeking an antidote to product conformity, they want something that defines their individuality and status. Above all, they value the quality of exclusivity. Cost is merely a consequence of their desire, it's never an impediment to it.

So, it follows that the brands supplying this demand are temples of the unique, dedicating huge resources to the service of modelling a 'standard' product in the owner's image. Jump into a new forecourt Bentley - the 2021 'Flying Spur' for instance - and be prepared for a near limitless array of custom permutations, involving the largest choice of 'stock' interior and exterior colour palettes, countless configurations of steering wheel functionality, wheel trims, interior veneers, hide and stitching colours, and the smallest detail specification for seat piping, carpet binding and hand cross-stitching. That's just the standard inventory. For the really fastidious customer, Bentley's personal commissioning division can colour-match virtually any sample provided for inside and outside the car, recording the bespoke

colour in case there's a prang. Naturally, it's also possible to embroider seats and overmats with a personal motif and, in a final custom flourish, a chosen name can be added to the illuminated sill plates. Anything is possible in this rarefied bespoke service cosmos. "The only limit is the customer's imagination", says Bentley. Does this ring any bells? Course it does. Just like Bentley, Rolls Royce, Gieves and Hawkes, Huntsman, Burberry, De Beers, Vacheron Constantin and many others, your business deals in exclusivity. In other words, you know what makes the wealthy tick. Which is why you'll love the intrinsically bespoke approach of Infinity Seating Solutions, our new luxury seating brand.

HIGH END NOT HIGH STREET

Hand-made in the UK since 1964, Infinity Seating Solutions bears all the hallmarks of a high-end evolution. Working in partnership with some of the most prestigious and demanding commercial clients, including the QEII ocean liner, Abbey Road Studios, the Barbican Arts Centre, UCI, Odeon, Empire and Everyman Cinemas, Infinity Seating Solutions has built a reputation for immaculate and enduring bespoke fulfilment. By 2012 it had supplied Odeon Cinemas with over 150,000 luxury chairs, and by 2019, completed showcase installations for Pathé in France and Switzerland. Just last

year it shipped the first export orders to the USA, the crucible of commercial cinema.

IF SAVILE ROW MADE CINEMA SEATING

Now completely dedicated to the provision of bespoke seating for flagship cinema auditoriums, Infinity is currently exporting to as many as 20 countries, because few if any rivals can compete with its innovation, durable quality, one-to-one service and sustainability.



Enduring comfort and quality from Infinity's 'Cooper' Recliner



The sumptuous 'Petherton Micro' 2-seater sofa. Choose from thousands of finish and accessory permutations, or make it completely bespoke

In fact, so much work goes into R&D that each of its 'standard' ranges is protected under copyright. Building on these design templates, and in close consultation with Infinity's craftsmen and women, wonderfully bespoke seating emerges from thousands of material, colour and style permutations to deliver stunningly original, one-of-a-kind furniture. Naturally, in the purest tradition of bespoke manufacture, Infinity can also deliver a brand-new design from sketches, photos and ideas supplied by the client. Echoing Bentley, the possibilities are endless.

SUSTAINABLE COMFORT

Another feature which sets Infinity apart is its commitment to sustainability. Long before it was fashionable, the company decided not to offer or promote animal products. Instead, it uses faux leathers and velours, which can be recycled, as well as an innovative synthesis of plant-based Cork fabric (Cork leather) and Ultraleather, together with recycled foams, latex foams, super-durable, eco-friendly EkoPly frames and FSC beech frames. The result is sustainable,

cruelty-free, environmentally friendly furniture, complete with all the native beauty and precision of a high-status luxury product.

This means that your customers will simultaneously enjoy the uber-sumptuous feel of a first-class cabin and huge eco credibility. What's more, bundled with the high-end commercial build quality are commensurate levels of fire proofing and durability, way above the standard usually associated with resi furniture. Infinity Seating Solutions' furniture is not only beautifully different, and superior, it stays that way for longer.

ENDLESSLY BESPOKE

In consultation with the Infinity team, your customers can choose from powered Recliner chairs available with good/better/best mechanisms, Armchairs and matching 2 or 3-seater Sofas, smaller Auditorium chairs, large Daybeds perfect for lounging in front of a favourite film with the kids, and Powerloungers, combining Daybed, (or Armchair with a leg-extension) and a powered electric Recliner.

When the seating configuration is confirmed, they can pick the style from a range of standard designs, offered in a variety of colours, fabrics, velours, velvets, micro velvets and those



Lounge in front of a favourite film with the kids on the 'Prince' Daybed. All infinity seats have commercial levels of fire protection and durability and are made to the highest ecological standards

plant-based, cruelty-free leathers and suedes. In addition, and in the spirit of bespoke, completely original material and colour choices can happily be accommodated: it's in the company's DNA after all!

The style options available from Habitech include the most affordable, best-selling 'Cooper' range, the contemporary 'Diablo' and 'Prince' ranges, and the 'Petherton' Range, named after the road in Islington, where the founder John Jenkins had his first tiny workshop back in 1964.

Customers can further personalise the design of each seat with armrest variants, leg-extensions, electric footrests, footstools, inset, oval and swivel tables, consoles, hidden wireless chargers, cup holders, embroidery, mech-tech, kick plates, cushions, protective seat covers and shoe bags. There are endless ways to create an original and irresistible invitation to relax. And if your customer feels like a change of colour or texture, the team will 're-bespoke' any Infinity seat through the company's exclusive reupholstery service, whenever the fancy materialises.

Habitech will be managing sales, consultation handovers and delivery from the Infinity warehouse. All seats are supplied with a 5-year warranty (2-years mechs), and are very quick and easy to install, but for a little extra outlay, Infinity will deliver and install the seats for you, and maintain a professional interest throughout the lifecycle of the product.

FLYING FIRST CLASS

For all home cinema design businesses, the answer to the bespoke v standard question must be a no-brainer. When absolutely nothing in your custom cinema room design is standard, why would you contemplate installing anything other than bespoke seating? And why wouldn't you want to involve the UK's most accomplished custom seating specialist as a design partner? Created with the experience of over five decades in last-detail fulfilment for prestigious clients, including leading national and boutique commercial cinemas, Infinity seats are sure to satisfy your customers' desire for quality and exclusivity in every measure. And when this happens, the most intimate and extraordinary home cinema journey can begin.

Habitech
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